

Program Name Bachelor of Arts Program in Thai Language

Degree Offered Bachelor of Arts (Thai Language)

B.A. (Thai Language)

Program Structure

Total Credits	123	Credits
1) General Education Courses	30	Credits
2) Major/Professional Courses	87	Credits
2.1) Required Courses	30	Credits
2.2) Elective Courses	42	Credits
2.3) Minor Courses	15	Credits
3) Free Elective Courses	6	Credits

Major/Professional Courses

Required Courses

416 111	Characteristics of Thai Language	3 (3-0-6)
416 112	Development of Thai Language	3 (3-0-6)
416 113	Thai Linguistics	3 (3-0-6)
416 131	Literary Studies	3 (3-0-6)
416 211	Communication Skills Development I	3 (3-0-6)
416 212	Communication Skills Development II	3 (3-0-6)
416 221	Mass Communication Theory	3 (3-0-6)
416 222	Language and Mass Communication	3 (3-0-6)
416 231	Development of Thai Literature	3 (3-0-6)
416 232	Reading Language and Literary Texts in English	3 (3-0-6)

Elective Courses

416 101	Thai Rhythmic Poetry Recitation	3 (3-0-6)
416 102	Poetry Composition	3 (3-0-6)
416 103	Professional Host/Master of Ceremonies	3 (3-0-6)
416 104	Morlum Literature	3 (3-0-6)
416 213	Academic Communication	3 (3-0-6)
416 214	Public Speaking	3 (3-0-6)
416 223	Media Literacy	3 (3-0-6)
416 224	Speech in Communication	3 (3-0-6)
416 233	Literary Works of Sunthorn Phu	3 (3-0-6)
416 234	Literary Works of King Rama IX	3 (3-0-6)
416 235	Literary Works of M.R.Kukrit Pramoj	3 (3-0-6)
416 311	Prose Writing	3 (3-0-6)
416 312	Creative Writing	3 (3-0-6)
416 313	Communication Skills for Life Quality Improvement	3 (3-0-6)
416 314	Foreign Languages in the Thai Language	3 (3-0-6)
416 315	Thai Dialects	3 (3-0-6)
416 316	Language and Thought	3 (3-0-6)
416 317	Language and Society	3 (3-0-6)
416 321	Communication and Globalization	3 (3-0-6)
416 322	Cross-cultural Communication	3 (3-0-6)
416 323	Communication and Development	3 (3-0-6)
416 324	Communication via New Media	3 (3-0-6)
416 325	Communication in Public Relations	3 (3-0-6)
416 326	Communication in Advertisement	3 (3-0-6)
416 327	Communication in Newspapers	3 (3-0-6)
416 328	Film Script Composition Devices	3 (3-0-6)
416 331	Short Stories and Novels	3 (3-0-6)
416 332	Women's Literature	3 (3-0-6)
416 333	Homosexual Literature	3 (3-0-6)
416 334	Folklore	3 (3-0-6)
416 335	Folktales	3 (3-0-6)
416 401	Language and Translation	3 (3-0-6)
416 411	Linguistics and Language Learning	3 (3-0-6)

416 412 Stylistics	3 (3-0-6)
416 413 Introduction to Pragmatics	3 (3-0-6)
416 431 Isan Literature	3 (3-0-6)
416 432 Comparative Literature	3 (3-0-6)
416 433 Literary Criticism	3 (3-0-6)
416 434 Literature Transmutation	3 (3-0-6)
416 435 Cyber Space Literature	3 (3-0-6)
416 490 Seminar in Language and Literature	3 (0-12-6)
416 491 Special Project in Language and Literature	3 (0-12-6)
416 495 Cooperative Education in Language and Literature	6 (0-24-12)

Minor Courses

Students can should one of the following minor courses (totally 15 credits) which offered by the Faculty of Humanities and Social Sciences:

- Language Program: Chinese, German, Japanese, English, French, Language for Mass Communication, Language and Literature of MeKong River Basin
- Social Sciences Program: Sociology and Anthropology, Social Development
- Humanities Program: History, Philosophy and Religion, Eco-Tourism
- Information and Communication Program: Information Management, Public Relations

Course Description

416 101 Thai Rhythmic Poetry Recitation	3 (3-0-6)
Characteristics of Thai Rhythmic Poetry recitation, style and tone in the recitation of Thai Rhythmic Poetry, royal court style, Brahman style, student style, common style, regional style	
416 102 Poetry Composition	3 (3-0-6)
Characteristics, components, evolution, types and principles of writing different kinds of poems	
416 103 Professional Host/Master of Ceremonies	3 (3-0-6)
Characteristics and qualifications of the host, roles and functions, basic speaking principles, contents, rules, practices, customs and manners for the host, guidelines for a professional host	
416 104 Morlum Literature	3 (3-0-6)
Development of Morlum, Morlum tune, lyrics, Morlum reung, Morlum sing, Morlum artists	
416 111 Characteristics of Thai Language	3 (3-0-6)
Phonological and grammatical structures, word classes, word formation, phrases and sentences, and linguistic theories	
416 112 Development of Thai Language	3 (3-0-6)
Concepts of the study of comparative historical linguistics, factors and types of language change, characteristics of Thai language in Sukhothai, Ayutthaya, and Rattanakosin periods	
416 113 Thai Linguistics	3 (3-0-6)
Knowledge of linguistics, sound articulation, phonology and transcription, morphemes and morphology, syntax and meaning of words	
416 131 Literary Studies	3 (3-0-6)
Approaches to the study of selected literature in Thailand, the study of literature in different periods, types, authors, inter-textual, selected novels	
416 211 Communication Skills Development I	3 (3-0-6)
Listening, speaking, reading and writing effectively, procedure and methodology of receiving and sending messages in various situations	
416 212 Communication Skills Development II	3 (3-0-6)
Development of performance and potential skills of receiving and sending messages effectively, an analysis and synthesis of messages by listening, speaking, reading and writing	

- 416 213 Academic Communication** **3 (3-0-6)**
 Characteristics of academic works, methods of communicating, different forms of academic works, academic presentations
- 416 214 Public Speaking** **3 (3-0-6)**
 Types of speaking, components, principles and techniques of speaking, content preparation and thought organization, script analysis, script writing and various types of public speaking
- 416 221 Mass Communication Theory** **3 (3-0-6)**
 Procedure, components, models, concepts of mass communication
- 416 222 Language and Mass Communication** **3 (3-0-6)**
 Relationship between language and mass communication, verbal and non-verbal language in mass communication
- 416 223 Media Literacy** **3 (3-0-6)**
 Analysis, interpretation, evaluation and synthesis of various kinds of mass communication
- 416 224 Speech in Communication** **3 (3-0-6)**
 Components, importance, presentation of ideas and message design for speaking and writing
- 416 231 Development of Thai Literature** **3 (3-0-6)**
 Knowledge of Thai literature, Thai literature in different periods, and development of Thai literature
- 416 232 Reading Language and Literary Texts in English** **3 (3-0-6)**
 Development of English reading skills on language and literary texts, technical terms
- 416 233 Literary Works of Sunthorn Phu** **3 (3-0-6)**
 Sunthorn Phu and his place in the world, multi-culturalism in literature, devices, literary perception about the happiness of life, social participation, leadership and management, human rights and environment, tour de force, inter-textuality
- 416 234 Literary Works of King Rama IX** **3 (3-0-6)**
 Literary engagement of King Rama IX, multi-culturalism in literature, devices, literary perception about the happiness of life, social participation, leadership and management, human rights and environment, speech analysis, tour de force, inter-textuality
- 416 235 Literary Works of M.R.Kukrit Pramoj** **3 (3-0-6)**
 M.R.Kukrit Pramoj and his place in the world, multi-culturalism in literature, devices, literary perception about the happiness of life, social participation, leadership and management, human rights and environment, speech analysis, tour de force, inter-textuality
- 416 311 Prose Writing** **3 (3-0-6)**
 Characteristics, components, types, content, concept, presentation techniques, and writing different kinds of prose
- 416 312 Creative Writing** **3 (3-0-6)**
 Meaning and characteristics of creative writing, components and types of creative writing, efficiency of language use, non-fiction, fiction and other selected examples
- 416 313 Communication Skills for Life Quality Improvement** **3 (3-0-6)**
 Communication skills in various contexts, quality and happiness of life, communication skills for life quality improvement
- 416 314 Foreign Languages in the Thai Language** **3 (3-0-6)**

Causes and methods of adoption of words and expressions from foreign languages, foreign languages in Thai, vocabulary adaptation, word coining, word formation and obscure words

- 416 315 Thai Dialects** **3 (3-0-6)**
Characteristics and importance of dialects, methods of dialect studies, various Thai dialects, the relationship between different dialects and central Thai dialect, roles and status of dialects in Thailand
- 416 316 Language and Thought** **3 (3-0-6)**
Meaning and relationship between language and thought, methodologies of sending and receiving messages, language analysis and ideas from selected literature
- 416 317 Language and Society** **3 (3-0-6)**
Scope, importance, types and roles of language in society, style, multilinguistics situations, people's attitudes towards language and speakers, social factors on language variation, language change and case study
- 416 321 Communication and Globalization** **3 (3-0-6)**
Changes of society, culture, economy, politics, access to information and communication in the era of globalization
- 416 322 Cross-cultural Communication** **3 (3-0-6)**
Knowledge and understanding of different cultures, meanings, importance of cross-cultural communication, characteristics and processes of cross-cultural communication, factors which affect efficiency of cross-cultural communication
- 416 323 Communication and Development** **3 (3-0-6)**
Principles of communication for development, communication for leaders in development, speaking, writing and producing media for development
- 416 324 Communication via New Media** **3 (3-0-6)**
Globalization trends, consuming and producing new media, innovation of mass communication, communication and change
- 416 325 Communication in Public Relations** **3 (3-0-6)**
Meaning, importance, strategies and the use of language in public relations
- 416 326 Communication in Advertisement** **3 (3-0-6)**
Meaning, importance, strategies and the use of language in advertisement
- 416 327 Communication in Newspapers** **3 (3-0-6)**
Sources, selection, writing, procedure of newspaper production
- 416 328 Film Script Composition Devices** **3 (3-0-6)**
Qualifications of a film writer, dramatic paradigm, patterns of film scripts, technical terms, devices, narration, visual language, development of a summary, plot, film script and movie action
- 416 331 Short Stories and Novels** **3 (3-0-6)**
Development, devices, relationship with society, selected short stories and novels
- 416 332 Women's Literature** **3 (3-0-6)**
Meaning and scope, development, images and experiences of women in literature, social and political contexts, sexuality, selected literature
- 416 333 Homosexual Literature** **3 (3-0-6)**
Meaning and scope, development, images and experiences of homosexual in literature, social and political contexts, sexuality, selected literature

- 416 334 Folklore** **3 (3-0-6)**
 Definition, characteristics, scope and types of folklore, folklore and culture, theories and approaches to the study of folklore, field study and data analysis
- 416 335 Folktales** **3 (3-0-6)**
 Definition, types, roles, approaches, analysis and interpretation of folktales
- 416 401 Language and Translation** **3 (3-0-6)**
 Science of translation, English-Thai and Thai-English translation of sentences and passages in everyday life
- 416 411 Linguistics and Language Learning** **3 (3-0-6)**
 Components and methods of language learning, first language and second language
- 416 412 Stylistics** **3 (3-0-6)**
 Meaning, forms, characteristics and techniques in selection of words, case study
- 416 413 Introduction to Pragmatics** **3 (3-0-6)**
 Knowledge and importance of pragmatics, structure of conversation, speech act, interpretation, speech act in modern Thai, case study.
- 416 431 Isan Literature** **3 (3-0-6)**
 Characteristics of Isan literature and society, local wisdom and ways of preserving Isan literature, selected literature
- 416 432 Comparative Literature** **3 (3-0-6)**
 Knowledge of comparative literature, comparison of different versions of Thai literary works, Thai and foreign literary works, relationships between different disciplines, arts and literature, selected literature
- 416 433 Literary Criticism** **3 (3-0-6)**
 Introduction to literary criticism, Eastern and Western theories and Thai literature
- 416 434 Literature Transmutation** **3 (3-0-6)**
 Qualifications of a literature transmutor, styles of theatre scripts, dialogue stylistics, collage, borrowing, adaptation, transmutation of reading literature to literature for performance and vice versa
- 416 435 Cyber Space Literature** **3 (3-0-6)**
 Meaning and scope, characteristics, relationship among the producers, texts and consumers, intertextuality, selected literature
- 416 490 Seminar in Language and Literature** **3 (0-12-6)**
 Concept of a seminar, issues and ideas on the study of Thai language and literature
- 416 491 Special Project in Language and Literature** **3 (0-12-6)**
 Meaning and importance of special projects, characteristic procedures, activities management, data collecting and analysis, special project presentation and evaluation
- 416 495 Cooperative Education in Language and Literature** **6 (0-24-12)**
 Apprentice as a full time staff in approved public or private workplace in an area related to Thai or related field, prepare report detailing the needs of the workplace, oral report presentation